



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Hale, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	77.6%	Population		18,886	19,336
Midland Crowd	7.4%	Households		6,843	7,106
Simple Living	6.3%	Families		4,826	4,927
Modest Income Homes	4.8%	Median Age		35.7	37.0
Southern Satellites	3.9%	Median Household Income		\$29,330	\$32,247

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	47	\$1,286.47	\$8,803,325
Men's	49	\$241.83	\$1,654,873
Women's	45	\$432.40	\$2,958,936
Children's	56	\$244.63	\$1,674,009
Footwear	42	\$214.60	\$1,468,502
Watches & Jewelry	42	\$82.55	\$564,901
Apparel Products and Services <sup>1</sup>	48	\$70.45	\$482,104
<b>Computer</b>			
Computers and Hardware for Home Use	48	\$104.22	\$713,165
Software and Accessories for Home Use	44	\$13.07	\$89,416
<b>Entertainment &amp; Recreation</b>	55	\$1,892.85	\$12,952,781
<b>Fees and Admissions</b>	39	\$239.57	\$1,639,377
Membership Fees for Clubs <sup>2</sup>	41	\$64.28	\$439,863
Fees for Participant Sports, excl. Trips	42	\$47.06	\$322,015
Admission to Movie/Theatre/Opera/Ballet	37	\$55.92	\$382,640
Admission to Sporting Events, excl. Trips	42	\$24.32	\$166,406
Fees for Recreational Lessons	37	\$48.00	\$328,453
<b>TV/Video/Sound Equipment</b>	56	\$648.16	\$4,435,363
Community Antenna or Cable Television	61	\$404.51	\$2,768,094
Color Televisions	47	\$65.15	\$445,821
VCRs, Video Cameras, and DVD Players	55	\$21.20	\$145,089
Video Cassettes and DVDs	55	\$33.69	\$230,552
Video Game Hardware and Software	54	\$17.81	\$121,878
Satellite Dishes	56	\$0.87	\$5,947
Rental of Video Cassettes and DVDs	53	\$31.52	\$215,721
Sound Equipment <sup>3</sup>	44	\$70.43	\$481,937
Rental and Repair of TV/Sound Equipment	51	\$2.97	\$20,324
Pets	67	\$293.45	\$2,008,067
Toys and Games	57	\$104.06	\$712,058
Recreational Vehicles and Fees <sup>4</sup>	68	\$308.22	\$2,109,135
Sports/Recreation/Exercise Equipment <sup>5</sup>	55	\$125.90	\$861,508
Photo Equipment and Supplies <sup>6</sup>	51	\$70.46	\$482,153
Reading <sup>7</sup>	49	\$103.04	\$705,120
<b>Food</b>	58	\$4,843.83	\$33,146,340
<b>Food at Home</b>	60	\$3,008.04	\$20,584,039
Bakery and Cereal Products	60	\$430.28	\$2,944,405
Meat, Poultry, Fish, and Eggs	62	\$816.24	\$5,585,529
Dairy Products	59	\$327.37	\$2,240,192
Fruit and Vegetables	55	\$482.31	\$3,300,426
Snacks and Other Food at Home <sup>8</sup>	61	\$951.85	\$6,513,487
<b>Food Away from Home</b>	54	\$1,835.79	\$12,562,301
Alcoholic Beverages	48	\$296.23	\$2,027,083
Nonalcoholic Beverages at Home	64	\$276.69	\$1,893,370



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	26	\$389.13	\$2,662,837
Vehicle Loans	68	\$4,160.96	\$28,473,476
<b>Health</b>			
Nonprescription Drugs	64	\$78.19	\$535,048
Prescription Drugs	78	\$449.19	\$3,073,796
Eyeglasses and Contact Lenses	58	\$48.08	\$329,001
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	45	\$3,952.75	\$27,048,690
Maintenance and Remodeling Services	47	\$920.74	\$6,300,649
Maintenance and Remodeling Materials <sup>10</sup>	66	\$245.92	\$1,682,826
Utilities, Fuel, and Public Services	62	\$2,705.34	\$18,512,612
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	49	\$68.73	\$470,305
Furniture	46	\$295.55	\$2,022,443
Floor Coverings	42	\$37.68	\$257,832
Major Appliances <sup>12</sup>	60	\$177.46	\$1,214,348
Housewares <sup>13</sup>	51	\$53.67	\$367,233
Small Appliances	58	\$21.36	\$146,198
Luggage	38	\$3.88	\$26,563
Telephones and Accessories	51	\$24.45	\$167,324
<b>Household Operations</b>			
Child Care	38	\$161.25	\$1,103,407
Lawn and Garden <sup>14</sup>	69	\$309.42	\$2,117,342
Moving/Storage/Freight Express	47	\$25.10	\$171,734
Housekeeping Supplies <sup>15</sup>	61	\$469.01	\$3,209,419
<b>Insurance</b>			
Owners and Renters Insurance	64	\$304.78	\$2,085,620
Vehicle Insurance	59	\$863.13	\$5,906,420
Life/Other Insurance	61	\$389.54	\$2,665,596
Health Insurance	67	\$1,314.03	\$8,991,906
Personal Care Products <sup>16</sup>	57	\$267.50	\$1,830,520
School Books and Supplies <sup>17</sup>	50	\$60.41	\$413,400
Smoking Products	75	\$361.51	\$2,473,795
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	66	\$3,811.48	\$26,081,930
Gasoline and Motor Oil	68	\$1,380.25	\$9,445,044
Vehicle Maintenance and Repairs	57	\$602.50	\$4,122,929
<b>Travel</b>			
Airline Fares	39	\$158.20	\$1,082,543
Lodging on Trips	47	\$192.30	\$1,315,894
Auto/Truck/Van Rental on Trips	35	\$15.16	\$103,766
Food and Drink on Trips	49	\$228.86	\$1,566,094

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.